NEW MEMBERS OF EBA ARMENIA!
WELCOME ON BOARD!

Welcoming New EBA Member



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Founded in 2024, Badasyan Consulting LLC brings together experienced experts from both private and public sectors to simplify legal, tax, and compliance challenges. We offer customized solutions in corporate legal advisory, governance and compliance audits, ESG integration, and international taxation. Focused on aligning with local and global standards, we help our clients navigate complex regulations and achieve sustainable growth through trusted, long-term partnerships.

EBO Worldwide Network Annual Meeting in Brussels



In early June the EBO Worldwide Network Annual Meeting gathered representatives from over 50 countries at the Albert Borschette Congress Center in Brussels to share insights, strengthen cooperation, and champion the role of European business abroad.

Under the theme "How can EBOs help drive European competitiveness?", the discussions covered:
- EU trade priorities and sustainable transition
- Critical raw materials and the Global Gateway
- CS3D and policy engagement tools
- Regional cooperation and best practices



During the Europe and Eastern Partnership regional meeting, we had the great honor to host high-level EU representatives, including:
• Marco Düerkop, Head of Unit Europe and Eastern Neighbourhood, DG TRADE
• Joachim Jakobsen, Deputy Head of Unit Europe and Eastern Neighbourhood, DG TRADE
• Binh Adjemian, Head of Unit, Private Sector Engagement, DG ENEST
• David Cullin, DG ENEST
• Dirk Schuebel, POL.EURCA.EER.2 – Russia, EEAS
• Paloma Hall Caballero, Head of Eastern Partnership team, EEAS
• Sofie Van Bergen – EEAS EER 3 Desk Armenia
• Veronika Cerna – EEAS EER 3 Desk Georgia
• Francesca Cardona – EEAS EER 3 Desk Belarus
• Marta Wytrykowska, Deputy Head of Division, EEAS – Ukraine



Representing the Eastern Partnership region, we were proud to bring together:
- EBA Armenia – Diana Sarumova, Executive Director
- EBO Belarus – Filip Vandenbroele
- EBO Georgia – John Braeckeveldt
- EBA Moldova – Mariana Rufa
- EBO Mongolia – Erdene Elbegdorj
- EBO Russia – Tadzio Schilling
- EBO Ukraine – Svetlana Mykhailovska



This year, the regional session saw elevated engagement and strategic dialogue with EC representatives joining our working group.

In the scopes of the visit EBA Director Diana Sarumova also participated in the meeting with Estelle GÖGER, Deputy Head of Cabinet & Mr. Dragos Tudorache, International Adviser, Cabinet of Executive Vice-President Stéphane Séjourné.



Strategic Discussions at Berlaymont | European Commission



EBA Executive Director Diana Sarumova took part in the high-level meeting with Lucie Sestakova, Head of Cabinet to Commissioner Jozef Síkela, at the heart of the European Commission — the iconic Berlaymont building in Brussels.

The discussion focused on strengthening EU economic cooperation, with particular attention to:

• advancing industrial modernization,
• supporting SMEs and digital transition,
• and identifying opportunities under the Global Gateway strategy.

EBA deeply appreciates the openness and strategic vision shared by Ms. Sestakova, and looks forward to future collaboration with Commissioner Síkela's team on initiatives that foster innovation, competitiveness, and sustainable growth in the region.



On behalf of the European Business Association, we thank the Cabinet for the constructive exchange and commitment to inclusive economic development.



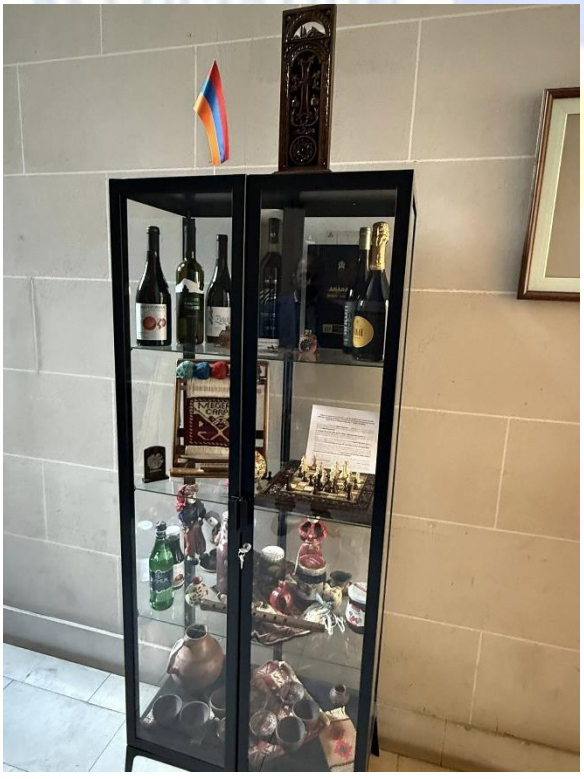
Meeting with the Ambassador of Armenia to the Kingdom of Belgium and Head of Mission to the European Union

EBA Armenia was honored to participate in a meeting with H.E. Tigran Balayan, Ambassador of Armenia to the Kingdom of Belgium and Head of Mission to the European Union held in Belgium.



Representing the Association, EBA Executive Director Diana Sarumova discussed with the Ambassador the importance of further strengthening Armenia–EU relations, enhancing economic cooperation, and supporting Armenian initiatives abroad.

The meeting highlighted shared commitment to advancing Armenia's presence on the international stage and creating new opportunities for collaboration.





Sustainable Development Conference



On May 15, on the initiative of the European Business Association (EBA), the Sustainable Development Conference took place in Yerevan, bringing together stakeholders from government, international organizations, civil society, academia, and the private sector to accelerate progress on sustainability in Armenia and globally and discuss Armenia's role in advancing global sustainability goals..

The event welcomed several internationally renowned experts who delivered keynote speeches, shared insights, and participated in panel discussions, presenting global best practices in the field of sustainability.



Keynote speeches were delivered by:

- H.E. Mr. Vassilis Maragos, EU Ambassador and Head of the EU Delegation to Armenia, EBA Honorary President
- Ms. Françoise Jacob, United Nations Resident Coordinator in Armenia
- Mr. Aram Meymaryan, Deputy Minister of Environment of Armenia

EU Ambassador to Armenia Vassilis Maragos emphasized the importance of joint efforts between government, business, and society to tackle climate challenges. . He emphasized the importance of a strategic government approach, responsible behavior from the private sector, and active public participation to reach these goals. Deputy Minister of Environment Aram Meymaryan highlighted the urgent need for collaboration with all stakeholders to ensure a healthy environment and long-term progress.

The conference included four thematic panel discussions:

Panel 1 – Bridging COP 30 in Brazil and COP 17 in Armenia
Moderator: Lusine Manucharyan, EBA and ICC Chair of Sustainability and Climate Change, ZCMC Senior Adviser Sustainability and Climate Change

Panelists:
- Paul Morris - Deputy Head of Mission and HM Consul at the British Embassy
- Armen Stepanyan – ZCMC Director of Sustainable Development, EBA member

- Adam Armanski – Head of UWC Dilijan school
- Jenni Black – Nature Transformation Lead at World Benchmarking Alliance
- Carel Hofstra – Board Member at Dimension Investments, Chairman of the Executive Board of ICC



Panel 2 – Building Partnerships for Sustainable Innovation

Moderator: Viktoria Poghosyan, External Affairs Manager, Philip Morris Armenia, EBA Member

Panelists:
- Nanna Skau - UN World Food Program Representative and Country Director
- Denis Laus - GM of Marriott Hotel Yerevan and Chair of EBA Tourism Committee
- Ara Makaryan – ArmSwissbank Deputy CEO, Director of Business Development Department, EBA member
- Armen Yaghubyan – Carrefour Armenia, Head of Business Development and DOSI



Panel 3 – Armenia's Commitment to the UN SDGs
Moderator: Anna Saghabalyan, Sustainability Deputy Director, ZCMC

Panelists:
- Stephan Sykes –Co Founder/Director of 2030hub, Director of Sustainability East Lancashire Chamber of Commerce
- Karen Alaverdyan – Head of Accounting and Audit Regulatory and Reporting Monitoring Department Ministry of Finance
- Jenni Black – Nature Transformation Lead at World Benchmarking Alliance
- Hayk Margarian - United Nations Climate Technology Centre & Network, Executive Board of ICC

Panel 4 – The Role of Media and Communication in Advancing Sustainability in Armenia

Moderator: Lusine Manucharyan, EBA and ICC Chair of Sustainability and Climate Change, ZCMC Senior Adviser Sustainability and Climate Change

Panelists:
- Zhak Niazyan – WWF Head of Partnership and Communication and Fundraising
- Tatevik Simonyan – Co-Founder, Spring Public Relations, Board Member International PR Association
- Garizeta Chakhoyan – Philip Morris Armenia Communications lead
- Lilith Martirosyan – Deputy Director, My Forest Armenia
- Narine Nazaryan - Director of Armenpress News Agency



Lusine Manucharyan, Chair of the EBA and ICC Committee on Sustainability and Climate Change and Senior Adviser at ZCMC, stated that the conference became a strategic platform. Through four panel discussions, it identified key climate change and biodiversity preservation challenges on the global agenda, as well as potential solutions, ahead of two major events: COP 30 (UN Climate Change Conference in Belém, Brazil in November 2025) and COP 17 (UN Convention on Biological Diversity in Yerevan in autumn 2026).

In conclusion, the organizers emphasized that the event fulfilled its purpose: in four panel discussions, with over 20 distinguished specialists and experts from various sectors, perspectives were presented on how Armenia can strengthen its position as an environmental leader in alignment with global sustainability goals and develop a clear roadmap leading up to COP 17.



The inspiring presentations by UWC Dilijan students further showcased the role of youth in shaping a greener future.

The event was organized in collaboration with ICC Armenia, DWV (German Business Association), ZCMC, and Philip Morris Armenia.

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EBA Climate Change & Sustainability Council Meeting on COP17



On August 12 the regular meeting of the EBA Climate Change and Sustainability Council was held as the country has initiated the process of preparing for COP17 to be hosted in Armenia in fall 2026.

Together with the EBA member representatives of the Climate Change and Sustainability Council the meeting was attended by the representatives of a number of diplomatic missions in Armenia, namely Embassy of Serbia, Embassy of France, Embassy of Belgium, Embassy of Italy and the Embassy of Romania.

The meeting agenda included:

- Reviewing COP17 priorities and EBA's role in promoting sustainable business leadership nationally and internationally,
- Aligning on member contributions — from policy input and innovation showcases to sponsorships and capacity building,
- Advancing the work of thematic groups and identifying new collaborative opportunities,
- Mapping next steps and milestones on our joint roadmap toward COP17.

E-welcome speech was made by the Deputy Minister of Environment Mr. Aram Meymaryan. The meeting highlighted a wide range of private sector and diplomatic initiatives offered by the participants for supporting Armenia's sustainability agenda and preparations for COP17. Companies shared their contributions to environmental protection, green certification, digitalization, sustainable investment, and capacity-building, while also confirming readiness to host international guests and side events. From recycling and renewable practices to AI-driven solutions and donor-aligned projects, the private sector demonstrated strong commitment to advancing climate and biodiversity goals.



The representatives of the present diplomatic missions expressed their support by offering technical expertise, civil society engagement, and advisory services, underscoring the importance of international cooperation in achieving meaningful progress.

Economic Counsellors' Meeting



On June 12 EBA participated in the regular Economic Counsellors' Meeting hosted by the European Union in Armenia which brought together representatives of EU Member States and bilateral chambers.

The session addressed key economic topics, including market access, the investment climate, export-related challenges, and broader economic developments in Armenia.

Among the participating bilateral chambers were German Business Association- DWV Armenien, Dutch Armenian Chamber of Commerce and Chambre de Commerce & d'Industrie Franco-Arménienne who shared insights from their respective business communities.





MoU Signing with the Canada-Eurasia Chamber of Trade and Economy

On July 9, the Canada-Eurasia Chamber of Trade and Economy took an important step towards strengthening international business cooperation by signing Memorandums of Understanding (MoUs) with the International Chamber of Mines of Armenia (ICMA) and the European Business Association of Armenia (EBA Armenia).

These agreements mark the beginning of closer collaboration between the organizations, aimed at fostering mutually beneficial partnerships, facilitating knowledge exchange, and promoting joint initiatives in key economic sectors. The MoUs will serve as a foundation for launching and implementing new projects that support sustainable economic development and create new opportunities for businesses in Armenia and beyond.





Meeting with Tracetronic



On August 7 EBA Armenia had the pleasure of connecting with representatives of Tracetronic GmbH — a leading German company specializing in software solutions.

The delegation included:

- Mrs. Annette Steitz – Division Manager, Human Resource Manager at TraceTronic GmbH
- Mr. René Mueller – Division Manager, Head of Information Technology at TraceTronic GmbH
- Ms. Inna Matviets – Team Member

The meeting was initiated by Enterprise Armenia and served as a platform to present Armenia's investment potential, explore possible collaboration, and discuss opportunities for German tech companies in our market.

Special thanks to Anna Hovhannisyan from Enterprise Armenia for her valuable support and participation.

New Composition of the Governing Board of the CSOs Anti-Corruption Coalition of Armenia

At the first session of the newly elected Governing Board, Diana Sarumova, Executive Director of European Business Association was unanimously elected as the Board Chairperson of the CSOs Anti-Corruption Coalition of Armenia. This achievement reflects her continuous contribution to strengthening European–Armenian business cooperation.



Networking events

On July 11, EBA Armenia members and partners gathered at the welcoming premises of our member, Courtyard by Marriott Yerevan, for an informal networking evening.
The meeting provided a warm and friendly atmosphere for strengthening professional connections, exchanging ideas, and exploring potential collaborations. Events like these are a valuable opportunity for our community to come together outside of formal settings, fostering trust and partnership among members and partners.





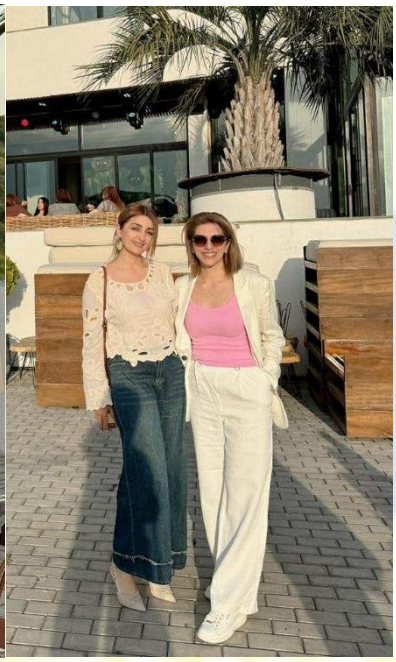




Networking events

At the close of spring, EBA Armenia members and partners came together for a networking with a beautiful view of the city.

The evening created a relaxed and inspiring setting for meaningful conversations, new connections, and the exchange of ideas. Such occasions allow our community to strengthen ties beyond formal meetings, building lasting partnerships and a strong sense of collaboration among members.



Want to be part of the EBA Community?
Contact us at +374 98 673767 or e-mail us at info@eba.am to learn more!